



May 2021

Click It Or Ticket Traffic Safety Newsletter

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May 24 - June 6, 2021 National Click It Or Ticket Awareness & Enforcement Mobilization

This year's National Click It or Ticket campaign runs from May 24-June 6 and includes a

Border to Border (B2B) kickoff event taking place on Monday, May 24 from 3 pm-7 pm across all 3 counties. Statewide enforcement will run throughout the nationwide campaign in conjunction with occupant protection awareness messaging through paid media, social media, and public outreach. For more information and resources, visit us online at <https://www.arrivealivede.com/buckle-up/> or on social media.

Face the Facts

- The statewide seat belt use rate in 2019 was 92.5%, which is good — but we can do better. The other 7.5% still need to be reminded that seat belts save lives.
- 2020 saw a 53% increase from 2019 in unrestrained fatal and severe injury crashes in Delaware.
- Over the past 5 years (2016-2020), younger adults were the most likely to be involved in unrestrained crashes, with the highest number of unrestrained occupants involved being under 30

Delaware Governor John Carney has supported DOHS's ongoing occupant protection efforts by clicking into one of the recent safety awareness campaigns with a "Seat Belt Selfie." Governor Carney demonstrated the proper way to buckle up in a motor vehicle while also masking up.



Delaware Governor John Carney demonstrates how to buckle up during the DOHS Seat Belt Selfie Social Media Campaign this past winter.

Have you seen our latest Click It or Ticket (CIOT) "Headlines" PSA on TV? DOHS has several video PSA's

(53%), and in that group, occupants 20-24 being involved in the most crashes.

available for use on YouTube like the one seen below.

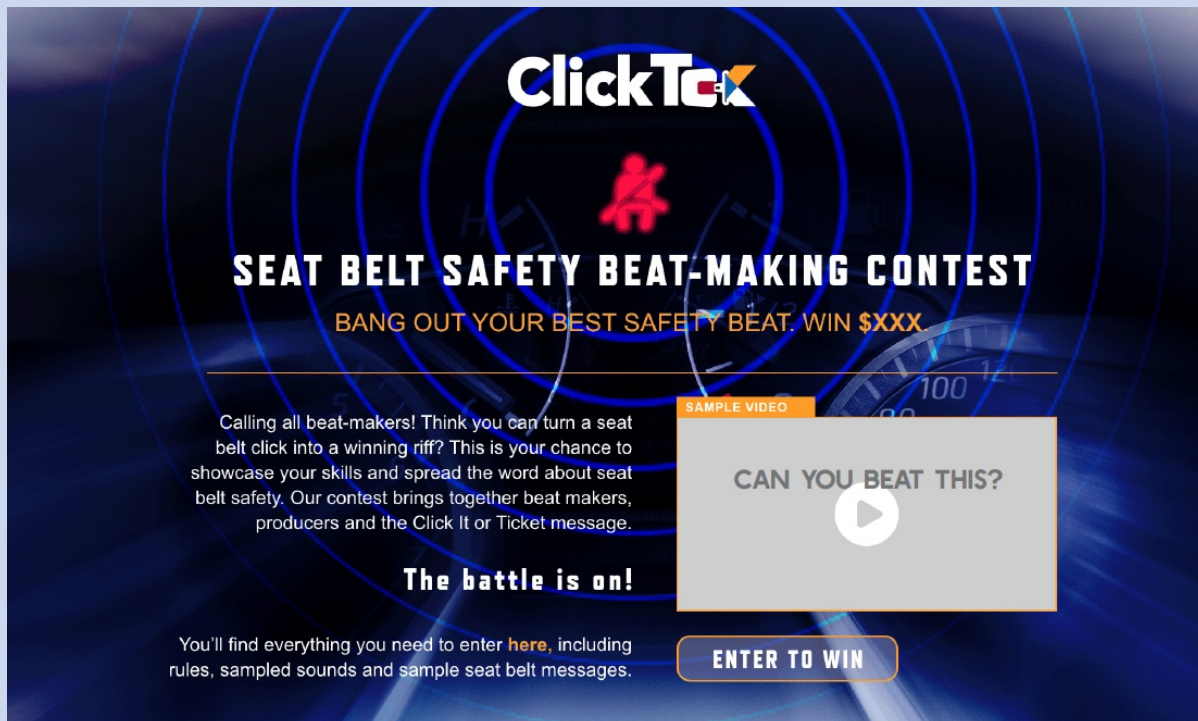
Bust the Myths

- Vehicle type: There seems to be a misconception among those who drive and ride in pickup trucks that their larger vehicles will protect them better than other vehicle types would in a crash. The numbers say otherwise: 58% of pickup truck occupants who were killed nationwide in 2019 were not buckled.
- Seating position: Too many people wrongly believe they are safe in the back seat unrestrained. Forty-five percent of all front-seat passenger vehicle occupants killed nationwide in crashes in 2019 were unrestrained, but 58% of those killed in back seats were unrestrained.

Check out the **Arrive Alive DE YouTube Occupant Protection Playlist** for more videos. Share them with your employees, and social networks. Tag us online at @HighwaySafetyDE on social media platforms!



[Read the Full Press Release Here](#)



ClickTok

SEAT BELT SAFETY BEAT-MAKING CONTEST

BANG OUT YOUR BEST SAFETY BEAT. WIN \$XXX

Calling all beat-makers! Think you can turn a seat belt click into a winning riff? This is your chance to showcase your skills and spread the word about seat belt safety. Our contest brings together beat makers, producers and the Click It or Ticket message.

The battle is on!

You'll find everything you need to enter [here](#), including rules, sampled sounds and sample seat belt messages.

ENTER TO WIN

CAN YOU BEAT THIS?

SAMPLE VIDEO

"Click-Tok" Seat Belt Safety Beat-Making Contest!

DOHS will be hosting a first-of-its-kind seat belt riff video-making contest on TikTok called "Click-Tok." The "Click-Tok" contest, which runs from May 21 to midnight June 2, 2021, encourages Delawareans to create videos using seat belt sounds, music, video, and an underlying Buckle Up message. Contest participants will be encouraged to join in on this new and fun opportunity through recruitment via Facebook, Twitter, Instagram, and TikTok. The "Click-Tok" contest is proudly sponsored

in part by traffic safety partner, **AAA Mid-Atlantic**. Three (3) contest winners will receive a prize in the form of a gift card.

For more information including free downloadable beats and graphics, visit the "Click-Tok" module at <https://www.arrivealivede.com/>.

A 3.5-TON RHINO IS CHARGING DIRECTLY TOWARD YOU—WHAT DO YOU DO?

You jump out of the way, of course—just like any smart individual would. But then why do so many Delawareans still not buckle up *every* time they get into a vehicle as a driver or passenger? If you're not wearing a seat belt and get into a crash while your vehicle is moving at just 30 mph, the impact feels the same as being rammed by a 3.5-ton charging rhino—at 40 mph, the impact is equivalent to falling from a six-story building.



Currently, seat belt use in Delaware is at an all-time high of 92.5%. This is encouraging news and a huge achievement, but it also means that one out of every 10 of your fellow Delawareans—quite possibly your neighbors, friends, family members, or even you—is still not wearing a seat belt when driving or riding in a vehicle. And *this* means all those people are putting themselves at greater risk of being ejected during a crash (30 times more likely) or killed in a crash (80% more likely).

Buckle Up, Delaware!

ARRIVE ALIVE DE VISUALIZER - Unrestrained Crash Tool

In FY 2020, the Delaware Office of Highway Safety (DOHS) identified a startling new trend – the number of crashes involving unrestrained drivers and passengers was unexpectedly increasing across the state. With a desire to reinforce the importance of seat belts in a powerful way, and present the reality of road safety in Delaware, DOHS – in partnership with its digital and social media agency, Deardorff Associates, Inc. – conceived and engineered an interactive heat map tool. The tool was branded *Arrive Alive DE Visualizer* to immediately identify the tool and to generate greater awareness for Delaware's unrestrained crashes.

UNRESTRAINED CRASHES IN DELAWARE

2015-2019

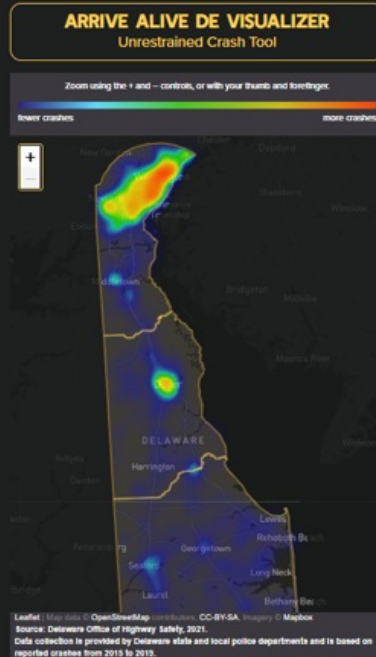
The Arrive Alive DE Visualizer is a first-of-its-kind interactive heat map tool that represents the hot spots of unrestrained crashes in Delaware – with zoom in and out functionality. With this tool, the Delaware Office of Highway Safety is educating and reminding drivers and passengers that seat belts are your greatest protection in the event of a crash. They increase your chance of survival by 45% and avoiding serious injury by 55%, and take only seconds to secure. Buckle Up and Arrive Alive, Delaware.

34% OF THE 439 VEHICLE OCCUPANTS KILLED IN CRASHES WERE NOT WEARING SEAT BELTS.

81% OF ALL UNRESTRAINED CRASHES INVOLVED INJURIES OR FATALITIES.



BUCKLE UP. ARRIVE ALIVE DE



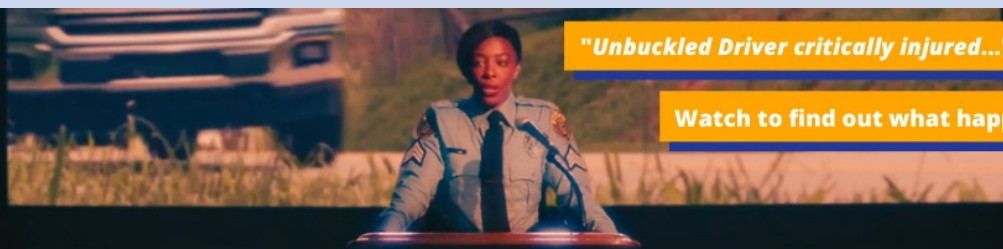
Click here for the Arrive Alive DE Visualizer Unrestrained Crash Tool on ArriveAliveDE.com!

Updates

As a reminder, the monthly mailing of posters and flyers is currently suspended due to COVID-19. If you or your organization has a specific request, please contact our office.

Be on the lookout for upcoming campaigns!
June 2021 – Motorcycle Safety Awareness for both Motorists & Riders

Please continue to share our safety messaging on your social media platforms and email us with updated information about your organization. Find us on Facebook, Twitter, Snapchat, and Instagram at @HighwaySafetyDE. Thank you!



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